

To: 1600 - Buffalo Region (BURRELL)
From: Macleod, Stephen
Posted: 10/13/97 18:51
Opened: 10/14/97 10:02
Subject: FWRD: DORAL POS BLITZ

FILE COPY

10/19

Bill, forwarding the following as information.

SRM

===== <Forwarded Letter> =====

From: Orlando, Joseph J.
To: MACLEOS
Subject: DORAL POS BLITZ
Posted: 10/10/97 18:55
Priority: Normal Priority

DEAR CONDUCTOR,

IT'S FRIDAY AFTERNOON , THE TRAIN HAS PULLED IN TO THE STATION WITH AN EMPTY LOAD! ENGINEERS COTE , ORLANDO , AND WHITING HAVE SUCCESSFULLY COMPLETED THEIR MISSION TO INCREASE DORAL AWARENESS IN ASSIGNMENTS 07, 08, AND 09.

COLLECTIVELY, WE SOLD 1131 CARTONS OF DORAL, (18.8 CASES) WHICH AVERAGED 23.5 CARTONS PER CALL. NOT BAD!!!

WE ALSO DRAMATICALLY IMPROVED DORAL'S PRESENCE BY PLACING AMONG OTHER THINGS; 61 WINDOW VALANCE KITS, 50 BANNERS , AND 147 METAL SIGNS!
THE DORAL SIGN -UP CENTER WAS A GREAT PIECE , AND WE PLACED 3 OUT OF FOUR OF THEM!

ADDITIONALLY , WE TOOK ACCOUNT OF COMPETITIVE POS REMOVED, WHICH IS INCLUDED ON THE ATTACHED SPREADSHEET.

STEVE, SEE THE ATTACHED SPREADSHEET FOR FURTHER RESULTS!
IT WAS A GREAT WEEK TO "BLITZ", THE WARM WEATHER WAS IN OUR FAVOR , WE KICKED SOME "SS!" THANKS FOR THE OPPORTUNITY TO INCREASE OUR PRESENCE, AND SHARE OUR CREATIVE IDEA'S IN EACH OTHERS ACCOUNTS.

SINCERELY,

JIM
JOE
RAY

"THE SOUTHERN MEN"

Steve
Great Job
this type of motivation
will provide good returns!
Thanks,
Bill

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